

9 January 2012

Dear Councillor

OVERVIEW AND SCRUTINY TASK GROUP - TOURISM AND PROMOTING CHORLEY - WEDNESDAY, 11TH JANUARY 2012

Please find enclosed a copy of the responses from those representatives that could not attend the meeting of the Overview and Scrutiny Task Group - Tourism and Promoting Chorley.

Agenda No Item

5. **Questions to the representatives (Pages 13 - 14)**

Response have already been submitted on behalf of:

- Camelot Theme Park – Sandra Dempsey
- United Utilities – Hazel Gregory

Yours sincerely



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આ માહિતીનો અનુવાદ આપની પોતાની ભાષામાં કરી શકાય છે. આ સેવા સરળતાથી મેળવવા માટે કૃપા કરી, આ નંબર પર ફોન કરો: 01257 515822

ان معلومات کا ترجمہ آپ کی اپنی زبان میں بھی کیا جاسکتا ہے۔ یہ خدمت استعمال کرنے کیلئے براہ مہربانی اس نمبر پر ٹیلیفون

01257 515823

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Responses from those representatives that could not attend the Tourism and Promoting Chorley Task Group meeting on 11 January 2012

Questions to the Camelot Theme Park representative – Sandra Dempsey

- 1. Do you promote any other areas of interest within the Borough of Chorley either on your website or promotion of leaflets and posters on the premises?**

No we don't promote any other areas of interest within the borough although we do work together with Park Hall Hotel and the attraction Battlefield Live who are on the same site.

- 2. What were your visitor numbers this year for Camelot?**

Visitor numbers for 2011 were around 225,000 which was down on the previous year mainly due to the terrible summer.

- 3. What has the trend been over the last few years?**

The trend has been for a decline in visitor numbers over the years

- 4. Do you have any information on where your guests/visitors travel from?**

We have detailed records of where are visitors come from by postcode - our prime catchment area is an hour to an hour and a half drive time.

- 5. Do you have any plans for changes in the coming years to your offer, or who you target?**

There are no plans to change the offer as such or our target market. Camelot has spent many years establishing it's self as a 'family attraction.

- 6. Is there anything that Chorley Council could do to help you encourage more tourists to visitor your attraction?**

. In previous years when Chorley had a dedicated Tourism dept we worked closely together on generally getting the message out there about Camelot and Chorley whether this was in guides, at exhibitions and joint promotions. A more prominent presence on the Chorley website would be helpful and we have struggled recently to get any presence.

Questions to the United Utilities representatives - Neville Kidd and Hazel Gregory

- 1. What links do you have with other local authorities?**

United Utilities works closely with all Local Authorities within the West Pennine Moors Partnership, this includes Chorley. UU produces reports and attends the various Local Advisory Group meetings inc Rivington and Brinscall and also attends any WPM officer meetings. In the Rivington area UU works especially close to Ian Heywood – Heritage Officer at Chorley and the Neighbourhood Officers to deal with any dog fouling, lost dogs and flytipping issues.

- 2. Do you have any ways of working with these Councils that we could benefit from?**

Chorley is included in the WPM partnership.

3. Do you have strategy in place to encourage visitors/the use of the Rivington area? If so, what are the main objectives?

Rivington is already extremely popular with visitors, the area cannot cope with the vehicular traffic that already visits the area, we do not actively advertise to attract additional visitors. Information is available on the UU web site concerning all our sites, this includes Rivington. We are in the process of updating the information available on Rivington – onsite interpretation and on the website.

4. What do you think the key attributes of the Rivington area are that attracts visitors?

Rivington has many facilities – toilets, cafés, parking, along with its history and areas of interest including Rivington Terraced Gardens, Liverpool Castle, Rivington Pike. There are many footpaths and bridleways enabling a variety of recreational pursuits from easy family walks, gentle bike rides through to rambling across the moors and connections to long distance bridleway routes and the recently established Go Ape course.

5. Is there anything that the Council is doing at the moment that you think hinders tourism?

6. Is there anything that the Council could do to help encourage more tourists to visit your attraction?

Public transport is poor to most rural areas; the provision of a regular bus service to the area would vastly improve access for those without their own transport and reduce the number of cars in the area. A better bus service to countryside areas in general would enable the public to visit other areas too and take some of the visitor pressure away from Rivington. The Public Rights of Way in the area are the responsibility of the council to maintain – more work on these would improve the visitor experience and make it safer for the visitors. Rivington Pike is owned by Chorley Council this is visited by thousands of people on Good Friday each year yet there are no staff from Chorley present on this day neither do Chorley assist with the clean up involved on the Saturday.

Just to reiterate Rivington has approx 1 million visitors a year, the parking available does not meet the demand of weekends and bank holidays. People Park all over including roadside verges – making them rutted and unsightly, grid lock occurs by people parking badly resulting with restricted vehicle access to only 1 vehicle so it causes many problems. Vehicles are compacting tree roots where they are parking on verges which can lead to disease and ultimately the tree can become unstable and therefore will be felled. Without a regular public transport service and potentially increased parking Rivington cannot withstand an increase in visitor numbers.